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## ST GEORGE'S PLAYERS

### TREASURER'S REPORT 2018

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#### 1. Overall position

At the start of 2018, SGP account balance was £5,567.16. Expenditure on the two main productions was £3,904.66. Additional expenditure over the last 12 months was £174.51. The SGP account balance is now £5,650.72. Full details are shown in table 1 below.

Table 1 - SGP account transactions 2018

Item	Amount
Brought forward	£5,567.16
Brockley Max Festival	-£50.00
May production	-£1,835.78
May prduction income	£2,084.95
Scratch night	-£25.10
Autumn production	-£2,068.88
Autumn Production income	£2,038.98
Mail chimp annual subs	-£28.01
Website domain host	-71.4
Surplus refreshment stock	£38.80
Carried forward	£5,650.72

#### 2. 2018 Performances

The spring production (Importance of Being Earnest) incurred expenditure of £1,835.78, with income of £2,084.95, yielding a surplus of £249.17.

The autumn production (Dinner) incurred expenditure of -£2,068.88 and generated income of £2,038.98. This resulted in a small deficit of £68.70.

If surplus bar stock is taken into account (at cost value), the deficit reduces to £29.90.

A full breakdown of the expenditure and income for each production is shown in table 2 below and a comparison of expenditure is shown in figure 1.

The key differences relate to Earnest not incurring a license fee, higher ticket sales for Earnest (178 vs. 163), slightly higher publicity and programme costs and the additional ticket sales fee associated with the introduction of Ticket Source for processing on-line ticket sales.

**Table 2 - Spring and Autumn performance expenditure and income**

Item	DINNER		EARNEST	
	Expenditure	Income	Expenditure	Income
Hall hire	£900.00		£900.00	
Performance license	£255.60		£0.00	
Props / transport	£122.47		£117.52	
Costumes	£139.49		£261.09	
Lighting	£128.10		£0.00	
Publicity	£156.80		£146.80	
Programmes	£86.00		£59.00	
Raffle prizes	£40.75		£35.00	
Refreshments	£182.71		£118.60	
Set construction	0		£197.77	
Ticket sales & fees	£95.76	£1,630.00		£1,780.00
Bar sales		£377.00		£285.00
Tea and coffee sales		£31.98		£19.95
<b>TOTAL</b>	<b>£2,107.68</b>	<b>£2,038.98</b>	<b>£1,835.78</b>	<b>£2,084.95</b>
Surplus		-£68.70		£249.17

**Figure 1 - Performance expenditure comparison**

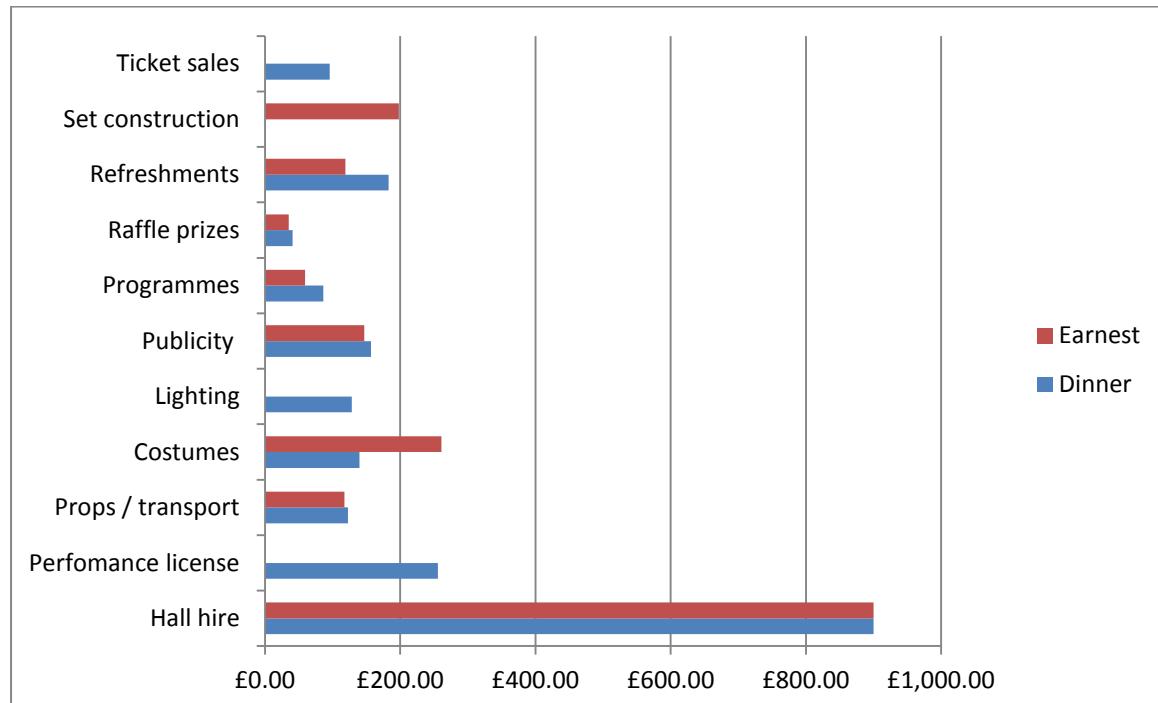


Figure 2 - Earnest Expenditure breakdown

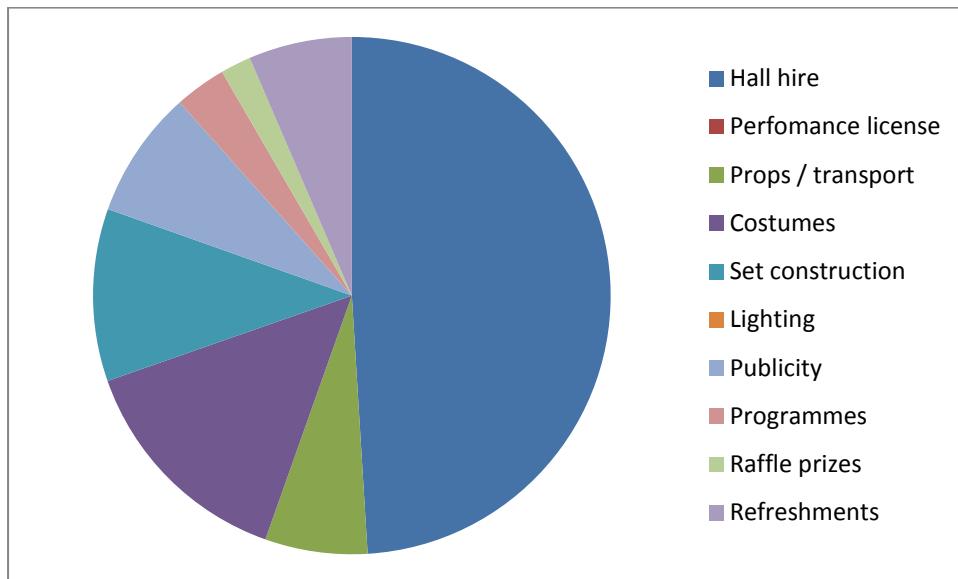
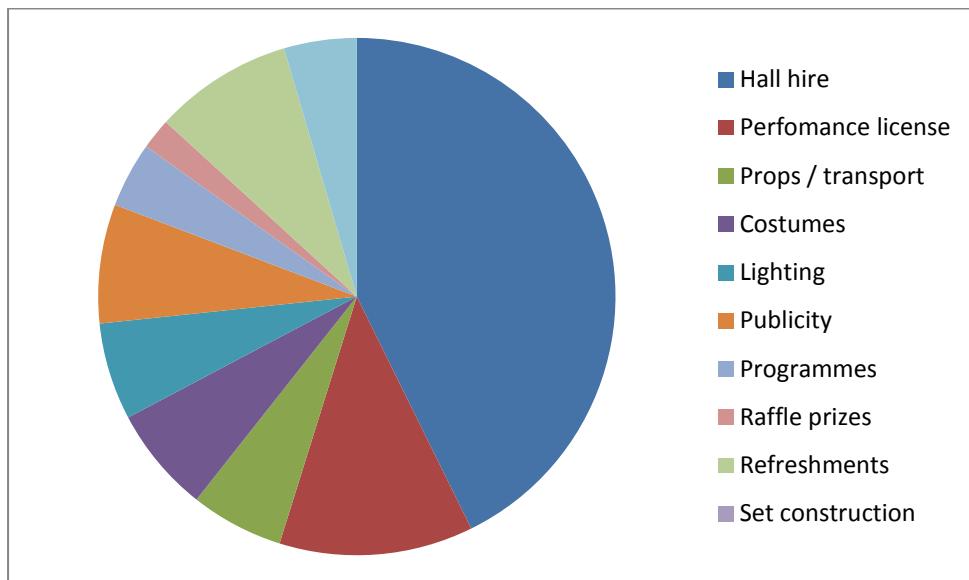


Figure 3 - Dinner expenditure breakdown



### **3. Use of Ticket Source**

Ticket Source, a commercially available web based platform for handling on-line bookings and payments, was introduced for the first time for the Autumn production. This was in response to a growing proportion of customers who do not carry cash, to generate efficiencies in processing ticket payments, to guarantee a proportion of income and avoid large quantities of cash being processed at front of house.

The charge for using ticket source is 7% plus VAT. This equates to 84 pence for a £10.00 ticket.

114 (69%) customers booked tickets on line using Ticket Source, with a remainder of 49 (31%) paying by cash.

In terms of operation of front of house, Ticket Source generated considerable efficiencies, reducing queues and providing customers with the certainty and convenience of an e-ticket (which can be printed if desired). Use of the platform does generate an additional cost for performances, but there is a strong business case for continuing with Ticket Source for future productions.

#### **4. Recommendation**

The Overall financial position remains strong.

The Committee may wish to consider raising ticket prices generally to absorb this additional charge, acknowledge the incorporation of raffle tickets and programmes in the ticket price (previously charged separately) and to reflect other rising costs. As an example, a ticket sold at £11.00 would incur a Ticket Source fee of 92.4 pence ensuring £10.07 income per on-line ticket sold towards production expenses.